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## U.S. Department of Agriculture

FOOD STAMP  
PROGRAM



# FOOD GUIDE

March 1962

A special service for FOOD DISTRIBUTORS containing merchandising suggestions about: Foods currently appearing on the PLENTIFUL FOODS LIST and ADDITIONAL FOODS selected for nutritional value and low cost appeal

### FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

Foods appearing on this FOOD GUIDE are being recommended to Food Stamp Recipients as Wise buys this month. Agencies of the Department of Agriculture, welfare groups, newspaper food editors, radio and television stations, etc., will be pre-selling these foods to stamp coupon shoppers.

MR. GROCER: You can give your food stamp coupon patrons a helping hand by planning your merchandising to spotlight these products for their shopping ease. In addition, it would be helpful if you would post this list of Food Guide items on your front window and on in-store bulletin boards as well.

### PLENTIFUL FOODS

MILK AND DAIRY PRODUCTS

EGGS

POTATOES

PEANUT BUTTER

DRY BEANS

GRAPEFRUIT

### ADDITIONAL FOODS

GROUND BEEF

CANNED CORN

OATMEAL

CANNED TOMATOES

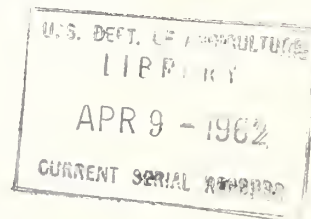
CARROTS

HONEY

CANNED GREEN BEANS

CORNMEAL

MARGARINE



## EGGS

Supply: Increased egg supplies are anticipated for March. In addition, the farm price level for this month in 1962 is expected to be below year earlier price of 36.7 cents per dozen.

Merchandising Hints: MARCH IS EGG MONTH! This consumer-reaching national industry promotion is geared to increase egg sales. And as a further sales aid, the "Good Breakfast" drive runs through March - another tie-in merchandising opportunity for you. More pre-selling help will come from pilot area home economists, food page editors, home demonstrators, and welfare groups, -- who'll be pushing eggs in varied menus being released to the coupon trade.

- . With eggs suggested for use in infinite ways, you'll find it's good business to arrange sales point around a wide array of egg use ideas -- for breakfast, in cooking, salads --- and for sandwich making, too.
- . Go heavy on related sales display techniques -- alternate rows of eggs and bacon -- perhaps mix in sausage and some ham slices, also.
- . Let customer know it's "MARCH EGG MONTH" with a huge display sign. And open a few cartons of FRESH -- large, medium and small eggs so customers can see what you have to offer. Good display sales pieces help you sell -- those available from your egg distributor and from related item sources, too.
- . If you are equipped, plan two-way selling -- use portable refrigerated unit to feature eggs near meat counter -- then move to baking ingredient and vegetable sections for a few days at a time. Center a crate of "loose" eggs between carton offerings -- for the small users and "picker" trade.
- . In-an-egg-shell, Mr. Grocer -- here's a good FOOD FOR FITNESS item for coupon users -- eggs are loaded with body-building proteins and important minerals, too. Emphasize the health factors in your advertising plan!

## MILK AND DAIRY PRODUCTS

Supply: There'll be plentiful supplies of wonderful health-giving and taste appealing milk and dairy products to fill customer needs.

Merchandising Hints: "GOOD FOOD for GOOD HEALTH" -- a distinctive sign that should hang conspicuously above every grocer's dairy case. Do you have yours there?

- . Stamp Coupon recipients need more milk and dairy products to provide daily nutritional needs. Won't you help to promote more use? Let's talk MILK! Some grocers think that fluid milk sales just "come naturally" and fail to give this "trade-puller" the real merchandising

## MILK AND DAIRY PRODUCTS (cont'd.)

attention it deserves. Stop and think -- Milk is the "bread and butter" item that promotes more customer visits to your store --- and at the same time, helps you sell a host of other food products, too.

- . Try doubling MILK merchandising efforts this month. Play it up big -- then check overall storewide sales results. A good hard-hitting advertising plan and "thirst-tempting" displays will get you off to a good start. Use attractive point-of-purchase material -- those for milk and related products -- to "pull" more trade.
- . Back sales point with effective sign work -- "GROWING CHILDREN NEED MILK - YOU ADULTS DO TOO." Be sure to plug "MILK FOR PHYSICAL FITNESS" to support the PRESIDENT'S national program to encourage better general public health.
- . CHEESE and LENT go together -- and lots of Stamp Coupon Shoppers will observe this period by special menu planning for this season of the year. Good cheese case theme -- "CHEESE MAKES THE LENTEN MEAL." Load case down with cheese types to suit all of the trade. Give featured treatment to fast turnover -- cheddar, swiss, loaf, cream, etc., --- and COTTAGE CHEESE, too. Spotlight those other cheese types also -- Mrs. Housewife will be looking for variety and something new on "meatless days" at Lenten time.
- . NONFAT DRY MILK DESERVES EXTRA EMPHASIS -- a "thrifty buy" for customers and they need this healthful lift. Set up a floor stack so that all customers can get a good view. Use "talkers" to promote "all-purpose" use and be sure to pass along the hint it's an "economy buy."
- . Don't forget BUTTER. "Makes It Taste Butter" is a good selling sign. And you must include EVAPORATED MILK --- and always popular ICE CREAM in your all-out dairy product merchandising plan.

## POTATOES

Supply: Potatoes will continue to be in heavy supply with price levels low enough to attract both grocers and the consumer trade.

Merchandising Hints: Hearty-eating POTATOES -- are sure sales-clinchers --- and they go well with any meal.

- . The number one "family-pleaser" with Stamp Coupon customers should get a real promotional plug. Mass displays get best action --- and those little extras used to "show" will multiply sales. Brighten up prepack selling point --- and change display location this month to give shoppers a "new look." They get mighty tired of reviewing the same old thing. Add appetite appeal" -- go heavy on potato P-O-P material--- and use cheese, butter and other related item sales pieces to promote tie-in sales, too. Alternate prepack specials -- 5-, 10-, and 25-pound



## POTATOES (cont'd.)

bags - with "come on" price tags for volume sales. Cross-sell potatoes with go-with Lenten Cheese items -- with meats, poultry and seafood products, also.

- . INSTANT POTATO PRODUCTS sales are bound to swell if you'll match display techniques --- and "hitch-hike" on industry's consumer-reaching national advertising. Spot small individual displays of instant potato products at numerous location throughout the store. Example: "Hash browned" at meat department to go with breakfast and evening meal items -- "scalloped" right along with cheese, -- etc. Remember, instant potatoes store well, save lots of handling cost -- and offer customers "quick and easy" convenience, too.
- . FROZEN POTATO PRODUCTS -- another "top seller" -- particularly with the "hurry up" housewife --- and those who have freezer space in which to keep "frozen fresh" on hand. This month team frozen french fries, cakes, whole, etc. with seafoods -- "It's Fish 'n Seafood Time."
- . Now don't forget to spotlight CANNED POTATOES. Give them eye-level shelf position --- and feature them in a 3-for - "stock up" sale.

## PEANUT BUTTER

Supply: Plentiful supplies of peanut butter for March.

Merchandising Hints: Another tremendous merchandising opportunity -- "NATIONAL PEANUT WEEK" is here and peanut butter will be getting the full treatment in industry's nationwide promotional drive.

- . Go all-out for peanut butter sales -- this nutritious and delicious "goober" - made spread has excellent coupon customer appeal.
- . Spot wire basket dump displays of peanut butter -- "smooth" and "crunchy" -- at the end of cracker aisle --- and in your cookie mix section, too. You can develop appetites at cracker aisle display spot. In addition to "showing" packages of good "go-with" crackers, include a few loaves of sandwich bread, jars of jelly and honey -- to tempt "taste buds" and promote multi-sales. Two-pound jars featured at cookie mix section will meet the volume test.
- . Don't let customers pass up peanut butter on their tour of the store. Tie in your store wide advertising to back "National Peanut Week" -- promote peanuts and peanut products --- and PEANUT BUTTER for sure.

## DRY BEANS

Supply: Numerous varieties of dry beans will be in good supply this month to take care of market demands.

## DRY BEANS (cont'd.)

Merchandising Hints: Budget-wise and Nutrition-wise--dry beans are bargain-buys.

- . Large displays fully stocked with a complete assortment of bean varieties most acceptable to your trade -- pea beans (Navy), pinto beans, red kidney, black-eyes (Southerners call them "black-eyed peas"), etc. - will lead to increased sales. While heavy promotional stress should be directed to "fast-movers" --- a "full line" display introduces customers to new types.
- . Name-tag all varieties you "show" --- and a bit of sign work suggesting use -- "for soups" - "truly delicious vegetable dish" - "good with chili or franks" - "fine baked", etc. will rocket sales. Also emphasize "Nutrition" and "Economy" in display plugs -- "dry beans give you proteins, thiamin, iron and other nutrition needs." Ask customers the question -- "Do you know that a 3/4 cup serving costs only around 2 cents?" Post dry bean recipes and preparation hints to get customers to stop and shop.
- . Tie in catsup, canned tomatoes, puree, onions, spices and other bean taste-mates at display point. Why not a combination display effort. And non-food "bean pots" featured here will give you extra sales.

## GRAPEFRUIT

Supply: Supplies of good quality Florida grapefruit continue to roll to market.

Merchandising Hints: Treat customers to Vitamin C as they like it -- the "fresh 'n juicy" grapefruit way.

- . Product managers! Carefully select fruit going in bin stocks with top quality in mind. Let shoppers know you're offering them something special -- quality always sells and brings a better price. If you're pushing "seedless," identify "pink" and "white" so customers will know.
- . Use pallet beds "up front" -- load, display and feature bagged grapefruit here. Plan extra large special posters and volume-getting price tags -- to move a "truckload sale" fast. Give grapefruit header space in produce ads --- and on store windows, too.

## GROUND BEEF

Merchandising Hints: Ground beef rates top billing on the list of red meat sellers -- particularly with the coupon trade. And since it can be prepared in so many different ways -- menu recommendations directed to coupon shoppers will inspire heavy use of this "all-purpose" meat.

## GROUND BEEF (cont'd.)

- . A clean, attractive and well filled case display of different weight packaging is what you need. Suggest preparation ideas to customers -- mention lasagne, chili, meat loaf, hamburgers, etc.
- . Designate types of ground beef you're offering - "ground round," -- "hamburger," "meat loaf," etc. And you can invite sales and make this meat item meal-appealing -- if you'll use a slice of bell pepper as a "topper" when backroom packaging is done. Chili powder, onion flakes, loaf cheese and hamburger buns shown at ground beef counter provide excellent menu hints.

## CARROTS

Merchandising Hints: Alert customers that CARROTS are a good source of "VITAMIN A." Coupon Shoppers are becoming more and more conscious of vitamin content of food. And through educational programs being conducted in pilot areas, these folks are purchasing more food commodities that supply their nutritional needs.

- . Since fresh vegetable supplies are low at "off-season" time, feature carrots at two bin spots -- at the beginning and end of the vegetable line --- and be sure to place potatoes, onions, lettuce and celery in bins near by.
- . Use back-drop of "produce row" to post appetizing point-of-sales pieces -- carrots and raisins, other salad combos, and carrot-filled "stews," too. If you don't have the material, provide your own sign work to promote -- "carrots for salads," -- "a good vegetable to go with pork and beef" -- "candied they're delicious" -- "helps make the stew."

## CANNED TOMATOES, CORN and GREEN BEANS

Merchandising Hints: Tomatoes, corn and green beans get top billing in menu suggestions going out to coupon recipients this month. Fresh vegetable shortage in many areas account for this change-of-pace plan.

- . All three vegetable items will move better featured together in a "tower" combination display. Provided purchase price levels warrant -- here's a terrific chance for a "mix-'em--match-'em" deal. Otherwise, push multi-unit specials for a "better run."
- . Spotlight your display with a "Wise Buys" stack card -- big enough for distant view. Canned tomatoes, corn and green beans should get front store window space --- and newspaper ad buildup, too.

## MARGARINE

Merchandising Hints: Margarine doesn't always get on the best-seller list if featured by itself. Tie-in techniques are the way to accelerate sales.



## MARGARINE (cont'd.)

- . Most distributors have good pre-tested sales pieces for you to use at related item points. Ask for it and put it to work. Tie in margarine with potatoes, oatmeal and breads. And talk it up in the bakery department -- with pancake, waffle, biscuit mixes --- and other baking ingredients, too.
- . Feature margarine in your advertising -- inform customers it's a money-saving buy.

## OATMEAL

Merchandising Hints: Highly nutritious oatmeal -- the breakfast food special that pleases all appetites.

- . Good eating calls for good merchandising. In addition to well filled shelf stocks plan "open case" display of oatmeal at "end corner" of dairy section -- near stocks of fluid milk and cream. And to promote oatmeal sales to Lenten period "calorie-watchers" and economy-minded trade -- you might flank display with a tier of nonfat dry milk, too.
- . Team margarine, fruits and sugar with oatmeal in your in-store advertising. Remember, many customers demand butter, so plug it with oatmeal, too.

## CORNMEAL

Merchandising Hints: You'll get more sales mileage if featured off-the-shelf.

- . Let customers take a good look at both "yellow" and "white" cornmeal -- many shoppers have a definite preference, you know.
- . Associated-selling is a fine idea. Of course, push "Cornbread," but "Hush Puppies" during-Lent with frying and baking seafood items can really give sales a boost. If you don't have a "hush puppy" recipe to post -- ask customers to give you a hand.
- . Tie-in cornmeal with fresh vegetables, margarine and butter --- and meat and seafood items, too.

## HONEY

Merchandising Hints: Really "a HONEY" -- healthful for Stamp Coupon patrons and a fine sales package for grocers, too.

- . Keep floor display in operation. In addition, spread formation "token" supplies on counter space or use extenders -- to feature honey at every possible "go-with" point.
- . Team honey with butter, margarine, waffle, pancake, biscuit and pastry mixes, too. Promote 'em together -- to inspire three-way sales.

SUGGESTIONS FOR NEWSPAPER AD LAYOUTS, HANDBILLS, BAG STUFFERS, ETC.

ATTENTION!      FOOD STAMP COUPON CUSTOMERS

Here's a list of NUTRITIONALLY good foods recommended by the  
United States Department of Agriculture as "WISE BUYS" this month.

- OUR SPECIALS -

EGGS - doz. --

MILK 1/2 gal. --

POTATOES 10 lb. bag --

GROUND BEEF - 2 lbs. --

CARROTS bunch

CANNED TOMATOES - 3 for --

CANNED CORN 3 for --

CANNED GREEN BEANS - 3 for --

PEANUT BUTTER 2 lb. jar --

HONEY - 1 lb. jar --

OATMEAL - oz. pkg.

CORNMEAL - 3 lb. bag --

GRAPEFRUIT - ¢ ea. --

MARGARINE - lb. --

NAVY BEANS - oz. pkg. --

PINTOS - oz. pkg.

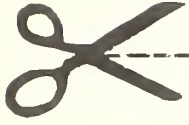
RED KIDNEYS - oz. pkg. --

BLACK-EYED PEAS - oz. pkg.

"COME TO SEE US FOLKS -- YOUR BUSINESS IS APPRECIATED"

# HANDY POSTER FOR GROCERS

1. Remove this sheet
2. Cut along line
3. Post food list on lower half of this page on your front store window or at an easy view spot in the store.



## FOOD STAMP COUPON SHOPPERS

### WISE BUYS FOR MARCH

Honey

Eggs

Carrots

Potatoes

Cornmeal

Oatmeal

Ground Beef

Dry Beans

Canned Corn

Milk and Dairy  
Products

Canned Green  
Beans

Peanut Butter

Canned Tomatoes

Grapefruit

Margarine







